

# CTE Month February 2008



## CTE Month Theme *CTE Pathways Giving Students the Edge*

### **Marketing Tips**

- Attach announcement flyer to minutes or newsletters of organizations up to one month prior to CTE Month.
- Translate CTE marketing materials in non-English speaking community language(s) (could be a class assignment)
- Obtain proclamations from Governor, Mayor, Education Officials, Civic Organizations, Industry CEO, Professional Organization Presidents, etc.
- Send news release to local newspapers
- Plan activities for each week of CTE Month
- Distribute book marks of CTE facts
- Arrange for local news service (TV, newspaper, radio station) to interview industry and education partners that are serving students in the classroom.
- Post electronic announcements to:
  - School Websites
  - Marquee
  - Bulletin Boards
  - Industry Websites
  - Professional Organization Websites
- Arrange to make presentations at various clubs and organizations on the value of partnerships with CTE.
- Send announcements to local community colleges and public and private universities (UCAT).
- Notify school administration; district, county, site-based of the upcoming events and activities to ensure support and participation
- Distribute CTE announcements to community.

<b>Associations:</b>	<b>Professional Organizations</b> UEA
<b>Civic Clubs:</b>	<b>Major Marketing</b> Cable Newspaper Radio Television Local School TV/Radio station
<b>Employers</b> Partnerships, etc.	<b>Educational Forum</b> School Board Associations Tech Prep Programs Consortiums Administrator Association Faculty Associations Post-secondary Faculty Secondary Faculty Superintendents, Principals, Teachers, Counselors, and Administrators
<b>Other Groups</b> Labor Organizations Parent Teacher Association Community Based Organizations	<b>Academic Clubs and Organizations</b> CTSOs